

Message

From: Chergo, Jennifer [Chergo.Jennifer@epa.gov]
Sent: 8/29/2019 3:37:23 PM
To: Mutter, Andrew [mutter.andrew@epa.gov]; Mylott, Richard [Mylott.Richard@epa.gov]; Wardell, Christopher [Wardell.Christopher@epa.gov]
Subject: RE: VERSA

OK. I figured. When we get her questions today, I'll forward those to you all and you can send it up to OPA. I'll let the reporter know we'll get back to her hopefully next week sometime.

Thank you,
-jc

From: Mutter, Andrew
Sent: Thursday, August 29, 2019 7:42 AM
To: Mylott, Richard <Mylott.Richard@epa.gov>; Chergo, Jennifer <Chergo.Jennifer@epa.gov>; Wardell, Christopher <Wardell.Christopher@epa.gov>
Subject: RE: VERSA

We need to be very cautious on any outlet that is slated, especially as campaign season starts up. This one will need to be run by OPA.

Best regards,

Andrew

Andrew Mutter

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From: Mylott, Richard <Mylott.Richard@epa.gov>
Sent: Wednesday, August 28, 2019 4:36 PM
To: Chergo, Jennifer <Chergo.Jennifer@epa.gov>; Wardell, Christopher <Wardell.Christopher@epa.gov>; Mutter, Andrew <mutter.andrew@epa.gov>
Subject: RE: VERSA

+ Andrew for any input

Thanks, Jennifer.

I tried to find their website and Facebook content but the associated pages aren't opening for me. Maybe an issue on my end though? I'd typically caution against doing an on-camera until we know more about the outlet, the types of videos they produce, their particular focus on this story, etc. but maybe getting their questions will address those concerns and their overall objectivity.

Rich x 6654

From: Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Sent: Wednesday, August 28, 2019 4:00 PM
To: Mylott, Richard <Mylott.Richard@epa.gov>; Wardell, Christopher <Wardell.Christopher@epa.gov>
Subject: FW: VERSA

FYI. More on Versa.

From: Aviles, Jesse
Sent: Wednesday, August 28, 2019 3:15 PM
To: Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Subject: RE: VERSA

This is the Daily Beast report about Versa.

<https://www.thedailybeast.com/motiveai-a-democratic-ad-firm-accused-of-fake-news-retools-for-2020>

The link below is the website I mentioned.

<https://www.allsides.com/media-bias/media-bias-ratings>

From: Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Sent: Wednesday, August 28, 2019 14:24
To: Mylott, Richard <Mylott.Richard@epa.gov>
Cc: Wardell, Christopher <Wardell.Christopher@epa.gov>; Aviles, Jesse <Aviles.Jesse@epa.gov>
Subject: VERSA

Hi. There was a reporter at a recent CAG meeting for VB/I-70 from a new online media source called VERSA. The reporter wants to do an interview with Jesse, the site RPM, tomorrow or Friday at their studio in Denver. If we do it, we plan on getting the questions in advance. I think it's OK, just kind of a young, earnest type staff – I researched VERSA online a bit – their website and Facebook page anyway. The Colorado Independent wrote about them emerging on the scene, but didn't indicate that VERSA was particularly slanted in any way.

Wondering if you have any experience with VERSA? If so, what do you think? Do you have any hesitations about us doing this interview with them? They are unknown to me, so thought I'd ask...

Let me know today, if possible.

Thanks!
-jc

Jennifer Chergo
Public Affairs Specialist

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